



WDAF-TV

ORDER

Flight Dates 10/29/12-11/06/12

Print Date 10/29/12

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REVISION

Order Sep 00:15:00

Contract / Revision

557037 /

Product

Oct 29-Nov 6, 2012

Estimate #

Oct 29-Nov 6, 2012

Original Date / Revision

10/29/12 10/29/12

Agency Com

15%

Alt Order #

Billing Type

Cash

Advertiser McCaskill/D/MO/US Senate

Billing Contact

Suzanne Lorimer

Order Type

GENERAL

Billing Cycle

EOM/EOC

Billing Calendar

BROADCAST

Demographic

A25-54

Rev Codes

SP-POL CAN

POL

Agency Media Strategies & Research

Product Codes

PL1Bb

Buying Contact

Sales Office

L-KC

Priority

DEFAULT

11350 Random Hills Rd

Sales Region

LOC

Suite 670

Agency Ref

Fairfax, VA 22030

Primary Account Executive

Local WDAF House

Account Executive

Order%

Start Date

End Date

Local WDAF House

100%

Jeannie Blau

%

Order Share 20% Market Value 459250

Competing Station % of Order Amount

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	137775
KCWE	%	0
KMBC	30%	137775
KMCI	%	0
KPXE	%	0
KSHB	20%	91850
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	148	\$78,072.50	\$91,850.00	0.00	10/29/12	11/06/12	148	\$78,072.50	\$91,850.00
Totals	148	\$78,072.50	\$91,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/30/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	1111--	:30	5	\$200.00	3	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$200.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$200.00		0.00			
2	4	10/30/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	1111--	:30	5	\$300.00	2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$300.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$300.00		0.00			
3	4	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	1111--	:30	5	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2211--		6				\$600.00		0.00			



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Flight Dates 10/29/12-11/06/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012

Estimate # Oct 29-Nov 6, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	4	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	22-----					4	\$600.00		0.00			
4	4	10/30/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	11111--	:30	5	\$375.00	3	0.00	NM	11	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2212--					7	\$375.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$375.00		0.00			
5	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$300.00		0.00			
6	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$300.00		0.00			
7	4	11/02/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	11--1--	:30	3	\$200.00	3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$200.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$200.00		0.00			
8	4	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	11-1---	:30	3	\$100.00	3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---					2	\$100.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
9	4	10/31/12	10/31/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$100.00		0.00			
10	4	10/30/12	10/30/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$100.00		0.00			
11	4	11/06/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----					1	\$200.00		0.00			
12	4	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
13	4	10/31/12	10/31/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$100.00		0.00			
14	4	10/30/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	2222--	:30	10	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2222--					8	\$100.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$100.00		0.00			



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Flight Dates 10/29/12-11/06/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012

Estimate # Oct 29-Nov 6, 2012

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
14	4	10/30/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	22222--	:30	10	\$100.00	3	0.00 NM	10	\$1,000.00
15	4	10/30/12	11/06/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	22222--	:30	10	\$250.00	3	0.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-2222--			8		\$250.00			0.00		
Week:		11/05/12	11/11/12	2-----			2		\$250.00			0.00		
16	4	10/30/12	11/06/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	11111--	:30	5	\$600.00	2	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-1111--			4		\$600.00			0.00		
Week:		11/05/12	11/11/12	1-----			1		\$600.00			0.00		
17	4	10/30/12	11/06/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	11111--	:30	5	\$900.00	2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-1111--			4		\$900.00			0.00		
Week:		11/05/12	11/11/12	1-----			1		\$900.00			0.00		
18	4	11/03/12	11/03/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----1-	:30	1	\$250.00	2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-			1		\$250.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	4	10/29/12-11/04/12		Sa 5-6p		5-6p	-----Sa--	:30		(\$250.00)		0.00 NM		
See MG 18.2														
[Program Change]														
2	4	10/30/12-10/30/12		M-F 1102-1132p		M-F 1102p-1132p	-T-----	:30		\$250.00		0.00 NM		
Ⓜ MG for 18.1 11/03														
19	4	10/30/12	11/06/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11111--	:30	5	\$2,200.00	1	0.00 NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-1111--			4		\$2,200.00			0.00		
Week:		11/05/12	11/11/12	1-----			1		\$2,200.00			0.00		
21	4	11/05/12	11/05/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	1-----	:30	1	\$2,100.00	2	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----			1		\$2,100.00			0.00		
22	4	11/05/12	11/05/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	1-----	:30	1	\$1,800.00	2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----			1		\$1,800.00			0.00		
23	4	10/30/12	10/30/12	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-1-----	:30	1	\$2,000.00	3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----			1		\$2,000.00			0.00		
24	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p	---1---	:30	1	\$2,000.00	2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---			1		\$2,000.00			0.00		
E 25	4	11/01/12	11/01/12	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---1---	:30	1	\$2,800.00	2	0.00 NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---			1		\$2,800.00			0.00		



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Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012

Estimate # Oct 29-Nov 6, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 25	4	11/01/12	11/01/12	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---1---	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---1--- 1 \$2,800.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 4 10/29/12-11/04/12 Thursday Prime B 8p-9p ---Th----- :30 (\$2,800.00) 0.00 NM See MG 25.2 [Program Change]															
2 4 11/01/12-11/01/12 Thursday Prime B 8p-9p ---Th----- :30 \$2,800.00 0.00 NM (M) MG for 25.1 11/01															
26	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----1--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$1,000.00 0.00															
27	4	10/30/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	11-11--	:30	4	\$1,200.00	3	0.00	NM	4	\$4,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1-11-- 3 \$1,200.00 0.00 Week: 11/05/12 11/11/12 1----- 1 \$1,200.00 0.00															
28	4	10/30/12	11/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	11111--	:30	5	\$1,200.00	3	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1111-- 4 \$1,200.00 0.00 Week: 11/05/12 11/11/12 1----- 1 \$1,200.00 0.00															
29	4	10/30/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1111-- 4 \$400.00 0.00 Week: 11/05/12 11/11/12 1----- 1 \$400.00 0.00															
30	4	11/04/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----1	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$1,200.00 0.00															
31	4	11/04/12	11/04/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----1	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$1,200.00 0.00															
32	4	11/04/12	11/04/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----1	:30	1	\$400.00	3	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$400.00 0.00															
33	4	10/29/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	11111--	:30	5	\$200.00	3	0.00	NM	7	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 11111-- 5 \$200.00 0.00 Week: 11/05/12 11/11/12 11----- 2 \$200.00 0.00															
34	4	10/29/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	11111--	:30	5	\$300.00	2	0.00	NM	5	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 11111-- 5 \$300.00 0.00															
35	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---1---	:30	1	\$600.00	2	0.00	NM	1	\$600.00



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Hiatus Dates

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Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**

Estimate # **Oct 29-Nov 6, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
35	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---1---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$600.00		0.00			
36	4	10/30/12	10/30/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-1-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$375.00		0.00			
37	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---1---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$200.00		0.00			
38	4	10/30/12	11/02/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-1--1--	:30	2	\$100.00	3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1--1--					2	\$100.00		0.00			
39	4	10/29/12	10/29/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$100.00		0.00			
40	4	10/31/12	10/31/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$100.00		0.00			
41	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$200.00		0.00			
42	4	10/30/12	11/05/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	11-11--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-11--					3	\$600.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
43	4	10/29/12	11/01/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1--1---	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1--1---					2	\$900.00		0.00			
44	4	10/29/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	1-1-1--	:30	3	\$2,200.00	2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-1-1--					3	\$2,200.00		0.00			
45	4	11/03/12	11/03/12	Sa 630-7p Sa 630-7p	CM-All	Sa 630-7p	-----1-	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$800.00		0.00			
46	4	10/29/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	11211--	:30	6	\$1,200.00	2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11211--					6	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
47	4	10/29/12	11/05/12		CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	6	\$2,400.00



WDAF-TV

Print Date: 10/29/12

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Contract / Revision **557037** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**

Estimate # **Oct 29-Nov 6, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1030-1102p											
				M-F 1030-1102p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
														Totals	148 \$91,850.00